CLIENT SUCCESS STORIES · 2025–2026

Two schools. Two mandates. Measurable growth.

How Inmogic Technologies turned digital presence into real admissions outcomes for two education clients — through brand, SEO, local search, AI visibility and social.

Navkis Educational Centre

CBSE K–12 · 4 CAMPUSES

- +160% organic admission enquiries
- 290+ keywords in Google's top 3
- 70%+ enquiry-to-admission conversion*

Don Bosco Institute of Technology

ENGINEERING & MBA · BANGALORE

- 2,000+ admission enquiries*, 50%+ conversion*
- 1.15M Google AI-Overview impressions
- 130k+ organic clicks across two sites

Data: Google Search Console · Meta Business Suite · Website analytics · *reported by the client

OUR APPROACH · WEBSITE DEVELOPMENT

Websites built to communicate — and to be found

We don't just deliver a good-looking site or "a completed project." We start from what the institution needs to **communicate**, put 10+ years of experience into understanding its audience, and bake SEO and accessibility into the build from day one.

01

Audience & user research

10+ years mapping who the institution serves and how they search.

02

Communication strategy

Defining the message before any design work begins.

03

Accessible UX (WCAG)

WCAG-compliant, user-friendly interfaces that build trust.

04

SEO-ready build

Technical SEO & structure engineered in phase one.

05

Launch & optimise

Measure, iterate and scale to 200+ pages.

Communication before decoration

Every layout decision serves what the institution wants students and parents to understand — not just aesthetics.

Accessible by design (WCAG)

WCAG guidelines mean the site works for everyone — better usability, wider reach, stronger search signals.

SEO from phase one

Clean architecture, schema, Core Web Vitals and mobile-first built in — ready to rank the day it launches.

Built to scale

Database-driven, university-grade sites that grow — hundreds of pages, many programmes, one brand.

OUR APPROACH · SEO

How we achieve SEO results

Ranking isn't luck — it's a repeatable system. We build the technical foundation, target the right intent, create content that deserves to rank, and earn authority off-site — moving clients from local terms to broad, national keywords.

Research & intent mapping

Audience, keyword, competitor and SERP analysis — mapping high-intent local and broad terms worth winning.

Technical foundation

Site speed, Core Web Vitals, mobile-first, crawlability, indexation and internal linking done right.

On-page & structured data

Optimised titles, headings, semantic content and schema markup so search engines understand every page.

Content & topical authority

SEO landing pages plus content clusters that answer real questions and build E-E-A-T in the subject.

Off-page authority

Quality business listings, guest blogging (paid & free) and timely PR to build domain trust.

Measure & iterate

Search Console & GA4 tracking, rank monitoring and continuous optimisation — never set-and-forget.

In practice

NAVKIS
290+ keywords in top 3

DBIT
Top 3 for 'top engineering colleges in Bangalore'

OUR APPROACH · AI SEARCH

How we achieve AI-overview visibility

AI Overviews are the new front line of discovery. We structure content so Google's AI can confidently quote our partners as a source — earning citations when students ask AI for the best colleges, not just when they scroll a results page.

Answer-first content

Clear, direct answers and Q&A structure that AI models can lift and cite cleanly.

Structured data & entities

Schema and consistent entity signals so AI understands exactly who and what a page is about.

Authority & E-E-A-T

Depth, accuracy and credibility signals that make our partner a trusted source worth quoting.

List & comparison formats

'Top 10' and comparison content in the exact shape AI Overviews synthesise answers from.

Corroboration across the web

Consistent facts across listings, mentions and PR so multiple sources reinforce the same story.

Track AI features & iterate

Monitoring the Search Console AI report to double down on what earns citations.

In practice

DBIT
1.15M AI-Overview impressions

DBIT
630+ pages cited by AI

OUR APPROACH · SOCIAL & BRAND

How we grow social & brand awareness

Social isn't about vanity likes — it's a brand-building and traffic channel. We tell a consistent story, lead with the formats that reach people, build community, and route engaged audiences straight to the admissions site.

Brand & message strategy

A consistent voice and message pillars tied to what the institution wants to be known for.

Reels-led content

Short-form video, photo and stories on a steady calendar — the formats that earn reach today.

Community & engagement

Active, campus-by-campus presence that builds a following and real relationships.

Campaigns & remarketing

Seasonal admission pushes and remarketing that re-engage warm audiences at decision time.

Reputation & PR

Reviews, awards features and timely PR that lift brand trust across every channel.

Traffic to the site

Content and links engineered to drive profile visits and clicks into the funnel.

In practice

NAVKIS
900k+ views · 6,100+ followers

DBIT
40,000+ link clicks to site

OUR APPROACH · THE INTEGRATED ENGINE

How it all drives leads & conversions

The channels don't work in isolation — they compound. Search, AI, social and PR create awareness; landing pages and remarketing build interest; and timely messaging plus CRM turn enquiries into admissions. One joined-up funnel, measured end to end.

Awareness
SEO · AI Overviews · Social · PR · Google Business
Interest
Landing pages · Content · Remarketing
Enquiry
Forms · WhatsApp / SMS · GMB calls & directions
Nurture
Lead-funnel management · Timely follow-up · Kommify CR
Enrolled
Conversion & admission

Every stage is tracked, and leads are managed and nurtured in our own **Kommify CRM** — so no enquiry slips through, and partners can see exactly where each admission comes from. We partner for growth, not just delivery.

Proven outcomes

NAVKIS
+160% enquiries · 70%+ conversion*

DBIT
2,000+ enquiries · 50%+ conversion*

*Lead volumes and conversion rates as reported by the respective clients.

EDUCATION · CBSE K–12 · SEO, LOCAL & SOCIAL

From four scattered websites to one search-dominant brand.

How Inmogic rebuilt Navkis Educational Centre's digital presence into a single high-ranking brand hub — and turned organic search into a measurable admissions pipeline across every campus.

Navkis Educational Centre · navkis.in · 4 campuses

+160%
Organic admission enquiries

70%+
Enquiry-to-admission conversion*

290+
Keywords in Google top 3

13.4k
Organic clicks from Google

Reporting window · March 2025 – July 2026 | *conversion rate reported by Navkis

THE CLIENT

Navkis Educational Centre

A Ramaiah-affiliated CBSE group running four campuses across Karnataka — a respected name in education that wasn't showing up where parents were searching.

INDUSTRY	CAMPUSES	SERVICES	WINDOW
Education **CBSE K–12**	**Mysuru · Kogilu** **Gokula · Nelamangala**	**Brand · SEO · Local** **Content · Social**	**Mar 2025 –** **Jul 2026**

THE CHALLENGE

Great schools, invisible online.

Navkis ran a **separate website for every campus** — no unified brand, none built for search, and no landing pages to capture demand. Admissions leaned on word-of-mouth, and parents searching for a CBSE school in Mysuru, Yelahanka, Mathikere or Nelamangala simply weren't finding them.

OUR STRATEGY

One brand hub. Built to be found.

We consolidated the group into a single authoritative hub at **navkis.in**, then pointed the growth engine at **local SEO and Google Business Profile** — meeting parents exactly where they search — with a Reels-led social layer feeding traffic back to the site.

WHAT WE EXECUTED

01 **Consolidated four campus sites** into one centralised, brand-led hub at navkis.in with clean site structure.

02 **Built five campus SEO landing pages** engineered for local search intent, plus on-page & technical SEO.

03 **Optimised Google Business Profiles** for each campus to win local-pack visibility on high-intent local searches.

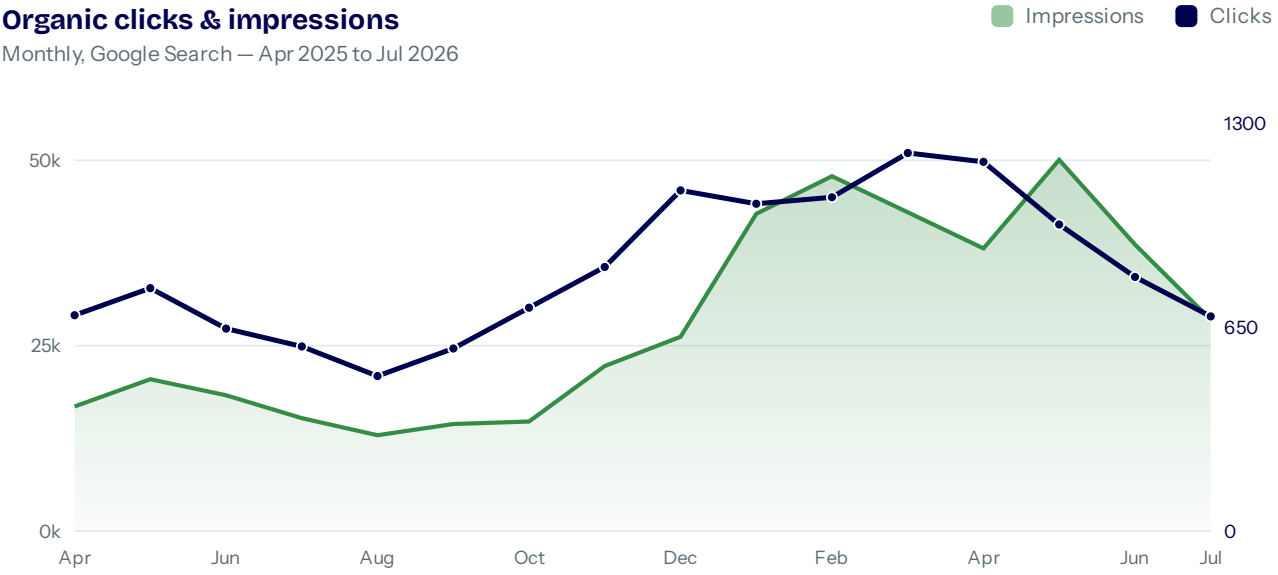
04 **Published a parent-intent content layer** (fees, CBSE vs. ICSE, admissions) and a Reels-led social calendar across all campuses.

THE RESULTS · SEARCH

Search visibility that compounds

Organic clicks & impressions

Monthly, Google Search — Apr 2025 to Jul 2026



13,400+
Organic clicks
over the period

450k+
Impressions
in Google Search

+57%
More clicks
first vs latest 6 mo

+151%
More impressions
first vs latest 6 mo

Avg. position **9.0** → now **5.5**

Traffic split
75% mobile

290+
Non-branded queries ranking in Google's top 3
of ~600 non-branded terms on page one

Beyond ranking, Navkis now **owns its branded search** — "navkis school" holds position 2.1 with 2,100+ clicks — while a deep base of non-branded terms brings in parents who didn't start by knowing the brand.

Data: Google Search Console

The keywords we now rank for

A snapshot of the organic keywords driving qualified traffic — from brand terms parents search by name, to competitive commercial and informational queries we earned from scratch. Green position badges = top 3.

Brand & campus terms OWNED

Navkis dominates its own branded search across campuses.

KEYWORD	AVG POS.	CLICKS	IMPR.
navkis school	2.1	2,113	10,046
navkis	2.5	905	5,612
navkis school mathikere	2.2	738	3,715
navkis school bangalore	2.1	409	1,792
navkis group of institutions	2.1	253	1,313
navkis school nelamangala	2.2	190	1,878
navkis nelamangala	1.9	111	957

Informational & top-of-funnel

High-volume parent research queries, mostly top 3.

KEYWORD	AVG POS.	CLICKS	IMPR.
icse full form	2.6	42	3,937
cbse vs icse	5.7	21	4,837
cbse full form	2.4	10	1,604
icse board full form	2.5	10	843
difference between cbse and icse	2.7	5	2,103
difference between icse and cbse	2.4	4	2,558
icse and cbse difference	2.9	4	1,109
cbse schools near me within 5 km	1.6	1	203

Local commercial keywords HIGH INTENT

Competitive “best CBSE school in…” terms — page-one visibility earned against established schools.

KEYWORD	AVG POS.	CLICKS	IMPR.
best cbse school in mysore	7.1	22	685
cbse schools mysore	8.9	16	1,031
cbse schools in mysore	10.4	14	1,812
best cbse schools in mysore	9.4	13	1,342
top 5 cbse schools in mysore	8.2	11	1,048
schools in nelamangala	7.2	8	846
best schools in nelamangala	6.5	5	225
top 10 schools in nelamangala	7.8	5	580
best school in nelamangala	6.4	4	482
schools near nelamangala	7.5	4	469
top 5 best cbse schools in nelamangala	6.7	4	419

Data: Google Search Console · avg. position over reporting window

THE RESULTS · PAGES

The pages we built — and how they perform

Campus SEO landing pages PURPOSE-BUILT

Five dedicated pages designed to rank locally and convert parents — together **2,543 clicks** and **232k impressions**, and a direct source of admission enquiries.

PAGE	CLICKS	IMPR.	CTR	POS.
/best-cbse-school-in-mysuru/	740	53,951	1.37%	7.5
/cbse-school-in-nelamangala/	752	34,352	2.19%	7.0
/best-cbse-schools-in-kogilu/	518	38,530	1.34%	6.4
/cbse-school-in-gokula/	198	26,738	0.74%	5.9
/best-cbse-schools-in-bangalore/	335	78,514	0.43%	10.6

2,543
Clicks to landing pages
from organic search

232k
Impressions
across the 5 pages

5 / 5
Pages generating leads
every campus covered

Content & authority pages

Blog and news content that captures research-stage parents and builds topical authority.

PAGE	CLICKS	IMPR.	CTR	POS.
/blog/cbse-vs-icse/	336	54,817	0.61%	4.8
/blog/state-board-to-cbse-transition/	98	13,981	0.7%	5.5
/blog/...academics/	47	17,982	0.26%	3.5
/blog/navkis-awarded-most-respected-cbse-school-2025/	42	3,687	1.14%	6.6
/news-updates/holistic-education-award-2025/	19	1,993	0.95%	5.2

Core brand pages

The consolidated hub's primary pages — the home page alone drew 7,200+ organic clicks.

PAGE	CLICKS	IMPR.	CTR	POS.
/ (home)	7,216	208,491	3.46%	5.6
/careers/	1,289	57,842	2.23%	5.9
/contact-us/	887	102,542	0.87%	6.1
/about-us/	618	85,049	0.73%	6.1
/admission/	411	59,081	0.7%	5.9

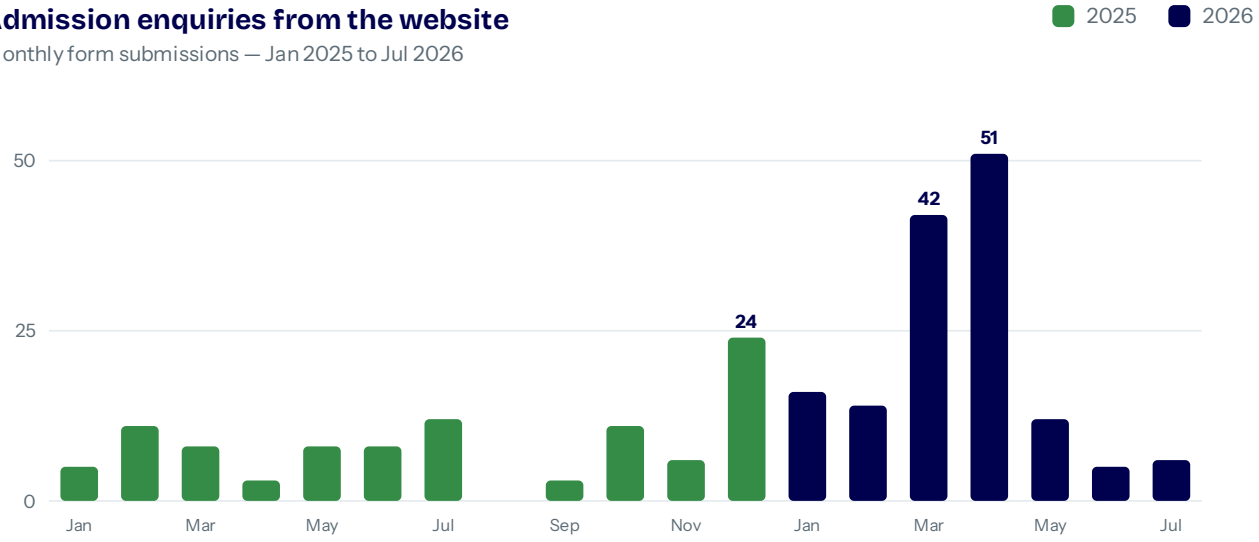
Data: Google Search Console

THE RESULTS · LEADS

Organic search became an admissions pipeline

Admission enquiries from the website

Monthly form submissions — Jan 2025 to Jul 2026



+160%
Organic enquiry growth
Feb–Jul YoY

245
Total enquiries
captured via the site

51
Peak-month enquiries
Apr 2026

17x
Vs. prior-year peak
3 → 51 in April

70%+

Enquiry-to-admission conversion — reported by Navkis.
Per the client's own feedback, more than seven in ten enquiries generated from the SEO landing pages went on to convert into admissions — a sign the pages attract genuinely high-intent, local parents rather than loose traffic.

Enquiry figures are website form submissions across the period; the conversion rate above is as reported by Navkis from their admissions process.

THE RESULTS · LOCAL

Winning the local search moment

For a school, the decisive search happens locally — "CBSE school near me," a campus name, a map result. We optimised a **Google Business Profile for every campus** so Navkis shows up in the local pack and Maps exactly when nearby parents are looking, adding a stream of website visits, calls and direction requests on top of classic organic search.

Local-intent keywords we target

The searches that put a campus in front of nearby parents:

- cbse school near me
- cbse schools near me within 5 km
- schools in nelamangala
- schools near kogilu cross
- cbse schools mysore
- navkis school mathikere
- best cbse school in mysuru

How GMB adds to the site

Optimised profiles surface each campus in Maps and the local pack, then route high-intent parents to the campus landing pages — compounding the organic traffic with local calls, direction requests and website clicks.

THE RESULT

Optimised profiles keep every Navkis campus present in Google Maps and the local pack the moment a nearby parent searches — turning "near me" discovery into calls, directions and website visits that feed directly into the admissions pipeline.

THE RESULTS · SOCIAL

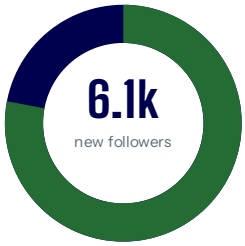
An audience, built campus by campus

900k+
Content views
across all campuses

18.9k
Interactions
likes, saves, shares

19.6k
Profile visits
driven to pages

1,000+
Posts published
Reels-led calendar



4,760 Facebook
1,355 Instagram

New followers gained across four campuses

THE OUTCOME

A single, search-dominant brand with an always-on admissions pipeline.

Navkis went from four scattered, hard-to-find websites to one authoritative brand that owns its search results across search, local and social — turning organic discovery into a dependable, high-converting source of parent enquiries, campus after campus.

Prepared by **Inmogic Technologies**

Google Search Console · Meta Business Suite · Website analytics

HIGHER EDUCATION · ENGINEERING & MBA · SEO, AI & SOCIAL

A cluttered site rebuilt into a top-ranking, AI-listed institution brand.

How Inmogic took Don Bosco Institute of Technology from an outdated, hard-to-find website to a 200-page university-grade site that ranks across broad search and Google's AI Overviews — feeding a year-round admissions pipeline.

Don Bosco Institute of Technology · Bangalore · dbit.edu.in

2,000+	50%+	1.15M	130k+
Admission enquiries*	Enquiry conversion*	AI-Overview impressions	Organic clicks (both sites)

Since January 2025, all courses · *leads & conversion reported by DBIT

THE CLIENT

Don Bosco Institute of Technology

A well-regarded Bangalore engineering & management institute whose online presence didn't match its reputation — an old, cluttered site that was hard to use and nearly invisible in search.

SECTOR	LOCATION	SERVICES	SINCE
Higher Education Engineering & MBA	Bangalore, Karnataka	Web (UI/UX) · SEO AI · Local · Social	Jan 2025 (all courses)

THE CHALLENGE

A strong institute, a weak website.

The legacy site **dbit.co.in** was cluttered, not user-friendly and not built for search. Before SEO can work, UI/UX has to earn trust — and the old site did neither, leaving DBIT with little visibility and a leaky admissions journey.

OUR STRATEGY

Rebuild first. Then rank everywhere.

We proposed a brand-new **dbit.edu.in** — a credible .edu.in domain and a 200-page, UX-led site — while running SEO landing pages on the old site in the meantime. Then we went beyond local SEO to **broad search and AI Overviews**.

HOW WE EXECUTED — A PHASED PLAN

01 **Interim quick-win:** launched SEO landing pages on the old dbit.co.in to capture demand while the new site was built.

02 **Rebuilt on dbit.edu.in:** a 200+ page, UI/UX-led, database-driven university site on a trust-building .edu.in domain.

03 **Scaled from local to broad SEO:** targeting high-competition "top engineering colleges in Bangalore"-class terms nationwide.

04 **Engineered for AI & social:** content structured to earn Google AI-Overview citations, amplified across social channels.

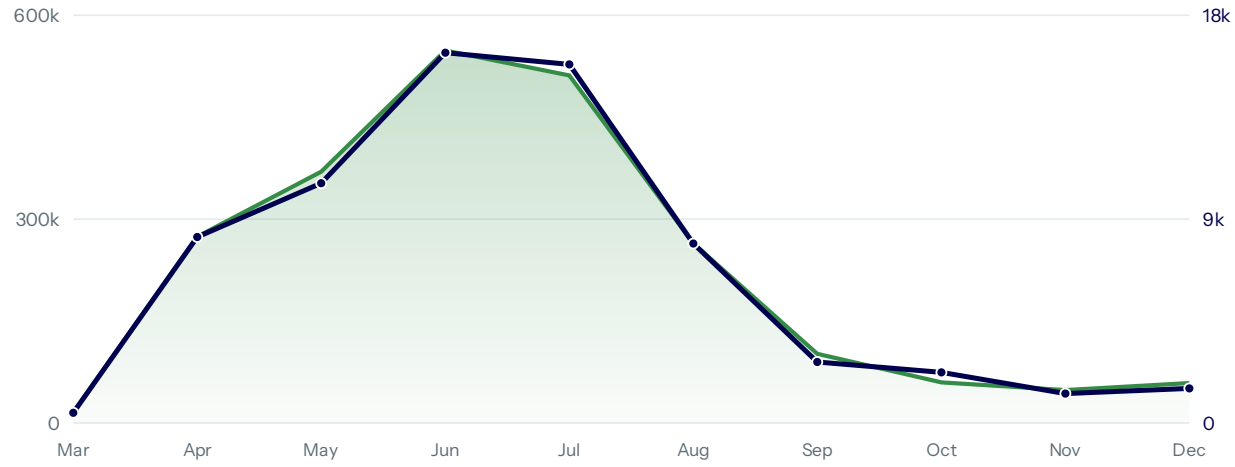
PHASE 1 · THE INTERIM PLAY

Winning traffic while the new site was built

Rather than wait months for the rebuild, we launched **SEO landing pages on the existing dbit.co.in** to start capturing high-intent searches immediately — and the old domain pulled serious volume through 2025.

dbit.co.in — organic clicks & impressions

Monthly, Mar–Dec 2025 (interim site)



67,000+
Organic clicks
on the interim site

2.25M
Impressions
Mar–Dec 2025

16,348
Peak-month clicks
June 2025

300+
Enquiries generated*
50%+ converted*

Interim SEO landing pages

Purpose-built pages that captured commercial search intent on the old domain.

PAGE	CLICKS	IMPR.	CTR	POS.
/best-engineering-college-in-bangalore	232	71,165	0.33%	15.6
/best-mba-college-in-bangalore	64	8,683	0.74%	13.8

*Enquiry volume and conversion for this phase as reported by DBIT. These pages later moved to the new site, where the same commercial term now ranks in the top 3–4.

Data: Google Search Console (dbit.co.in)

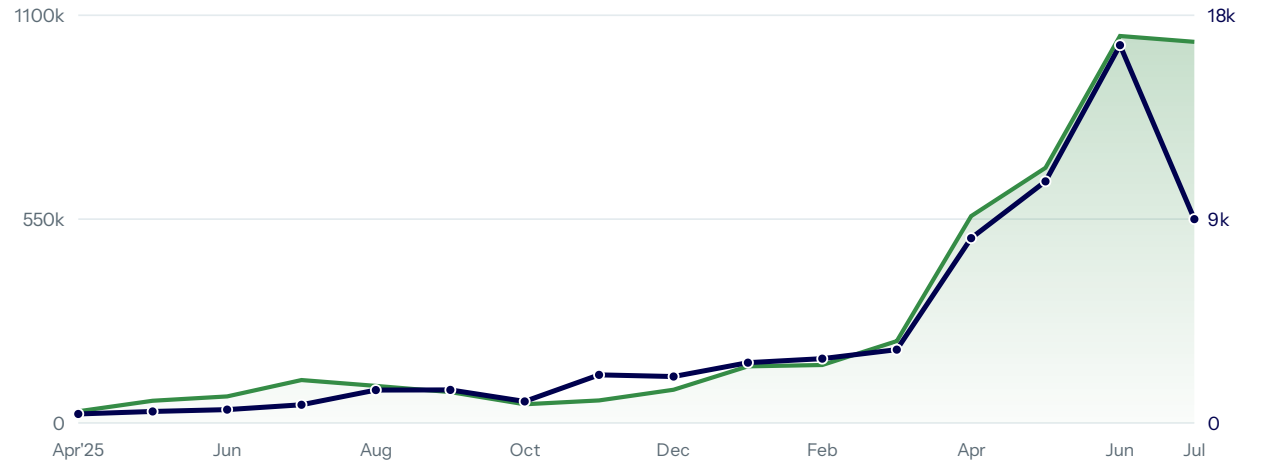
PHASE 2 · THE REBUILD

A university-grade site that took off

The new **dbit.edu.in** — 200+ pages, database-driven, UX-first — didn't just look better; it unlocked a step-change in search. Traffic scaled from hundreds of clicks a month to **16,600+ in a single month**.

dbit.edu.in — organic clicks & impressions

Monthly, Apr 2025 to Jul 2026 (new site)



200+
Pages built
database-driven site

4.5M
Impressions
on the new site

1.04M
Impressions in a month
June 2026

290+
Non-branded top-3 terms
broad, not just local

Broad, high-competition keywords now ranking NATIONWIDE

Head terms parents and students search across Bangalore and India — earned against long-established colleges.

KEYWORD	AVG POS.	CLICKS	IMPR.
top engineering colleges in bangalore	2.8	747	47,187
top 10 engineering colleges in bangalore	3.1	779	53,189
best engineering colleges in bangalore	2.6	419	32,417
top colleges in bangalore for engineering	2.9	156	11,496
best mechanical engineering colleges in india	1.7	133	6,686
top 10 private engineering colleges in bangalore	4.0	133	8,165
top 20 engineering colleges in bangalore	5.2	184	13,112
engineering colleges in bangalore	6.5	138	20,375

Data: Google Search Console (dbit.edu.in)

PHASE 3 · AI SEARCH

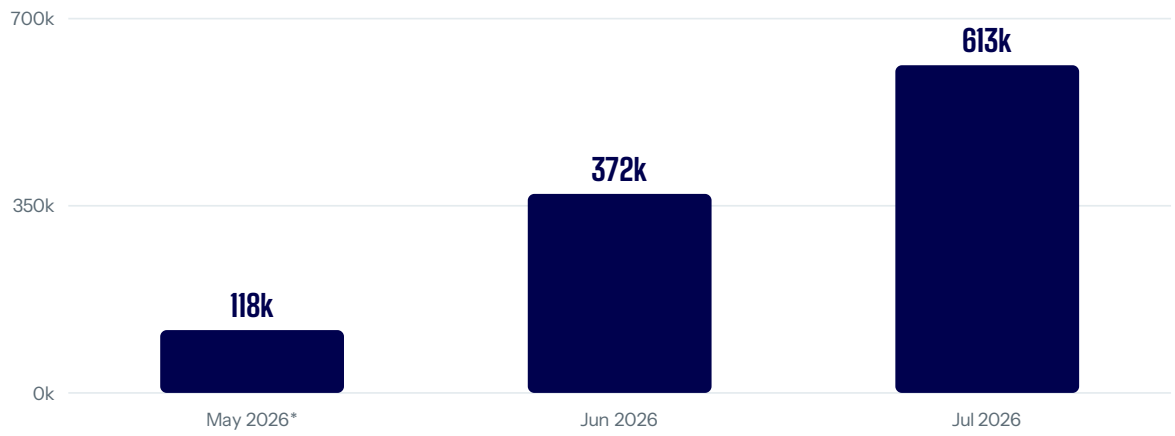
Listed inside Google's AI Overviews

The real differentiator: we structured DBIT's content to be **cited by Google's AI Overviews and AI Mode**. In just over two months, DBIT surfaced in AI answers over **1.1 million times** — and it's accelerating.

Appearances in Google AI features

Impressions in AI Overviews / AI Mode — from May 2026

AI OVERVIEWS



1.15M
AI-Overview impressions
since 18 May 2026

613k
AI impressions in July
up from 372k in June

630+
Pages cited by AI
across the site

Pages Google's AI cites most

DBIT is quoted as a source when students ask AI for the best colleges — the new front line of discovery.

PAGE	AI IMPRESSIONS
/top-10-computer-science-engineering-colleges-in-bangalore/	**551,083**
/top-10-engineering-colleges-in-bangalore/	**420,144**
/karnataka-2nd-puc-result-2026-toppers-list/	**47,304**
/ (home)	**30,100**
/top-mechanical-engineering-colleges-in-india-2026/	**20,578**
/best-engineering-college-in-bangalore/	**14,109**

The pages doing the work

Top-performing pages on dbit.edu.in

A blend of course pages, ranking guides and high-traffic resource content the new site is built around.

PAGE	CLICKS	IMPR.	CTR	POS.
/ (home)	17,255	507,662	3.4%	5.6
/top-10-engineering-colleges-in-bangalore/	12,660	1,173,209	1.08%	4.7
/karnataka-2nd-puc-result-2026-toppers-list/	11,063	585,435	1.89%	6.6
/top-10-computer-science-engineering-colleges.../	2,540	824,555	0.31%	6.5
/best-engineering-college-in-bangalore/	532	92,592	0.57%	3.6

Same page, new site — ranking jump

on old dbit.co.in **15.6** → on dbit.edu.in **3.6**

“Best engineering college in Bangalore” page moved from page 2 to the top 4 after the rebuild.

Google Business Profile traffic

4,800+

Website clicks via Google Business Profile

Tracked from the campus GMB listing — local discovery feeding the site.

Data: Google Search Console

THE RESULTS · ADMISSIONS

From invisible to a full admissions pipeline

Search, AI and social now work as one engine. Across both sites and every course, the integrated strategy turned organic discovery into a steady, high-converting flow of admission enquiries.

2,000+
Admission enquiries*
since Jan 2025, all courses

50%+
Conversion rate*
enquiry to admission

130k+
Organic clicks
across both sites

6.8M
Total search impressions
co.in + edu.in

50%+

One in two enquiries converts — reported by DBIT.
Across both the interim landing pages and the new site, more than half of the enquiries generated went on to convert into admissions — the mark of genuinely high-intent traffic from search and AI, not vanity clicks.

Search impressions and clicks are from Google Search Console across both properties. Enquiry volume and conversion rate are as reported by DBIT from their admissions process.

THE RESULTS · SOCIAL

Social that sends traffic, not just likes

40,100+
Link clicks to site
from social

46,600+
Page visits
social profile visits

28M+
Content views
reach across posts

12,000+
Interactions
likes, comments, shares

Social was run as a traffic and trust channel — 200+ posts driving 40,000+ clicks straight to the admissions site.

THE OUTCOME

From an invisible, cluttered site to a top-ranking, AI-listed institution brand.

Inmogic rebuilt DBIT's entire digital foundation — a credible .edu.in site, broad-search dominance, a presence inside Google's AI Overviews, and social that drives real traffic. Together they turned a weak web presence into a year-round admissions engine converting more than one enquiry in two.